Please fill out the following information, and mail it in to receive a FREE Sweatshirt from Marlboro.
(Survey must be mailed in by August 31, 1995.)

By responding to this survey and signing below, I certify that I am a retailer 21 years of age or older.

X_____

1. Store Name: _____

2. Owner or Manager's Name: _____
(First) (Last)

3. What type of store? ____ Supermarket ____ Grocery ____ Convenience Store ____ Gas Station Store
____ Discount Store

4. Store Address: _____ 5. Phone Number: (____) _____-_____

_____
(City) (State) (Zip Code)

6. Where do you buy your cigarettes?

Wholesaler Name: _____

Address: _____
(City/State/Zip) (Phone)

Other: _____

Address: _____
(City/State/Zip) (Phone)

7. What Marlboro packings do you stock? (Circle all that apply)
1. Reds 2. Lights 3. Medium 4. Menthol

8. Please circle the 3 top-selling brands of cigarettes in your store:

01. Benson & Hedges	04. Kool	07. GPC	10. Virginia Slims	13. Other _____
02. Camel	05. Marlboro	08. Newport	11. Winston	
03. Doral	06. Basic	09. Salem	12. Private Label	

9. How many total cartons of cigarettes do you purchase a ***WEEK***? _____

10. Do you have any cigarettes displayed on your counter?
1. YES — CIRCLE BELOW ALL BRANDS FOR WHICH YOU HAVE DISPLAYS ON YOUR COUNTER

01. Benson & Hedges	04. Kool	07. GPC	10. Virginia Slims	13. Kent	16. Misty
02. Camel	05. Marlboro	08. Newport	11. Winston	14. Raleigh	17. Private Label
03. Doral	06. Basic	09. Salem	12. Viceroy	15. Monarch	18. Other _____

2. NO

11. Of the materials you have just received from Marlboro, which will be most useful in your store?
(CIRCLE ALL THAT APPLY)
01. Display 02. Take One Box 03. Poster 04. Change Mat 05. Banner
06. Mini Catalog 07. Decal

12. Do you have any further interest in offers from Marlboro? If yes, circle the language you prefer.
(CIRCLE ONE)
01. YES 1. English 2. Spanish 3. Chinese 4. Korean 5. Other (Please specify) _____
02. NO

13. How would you like to receive additional promotions in the future? (Circle all that apply) Through:
01. Price Clubs 02. Wholesaler 03. Direct Mail

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SEAL HERE **(Please Do Not Staple)**

FOLD ON DOTTED LINE

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL

POSTAGE WILL BE PAID BY THE ADDRESSEE

KYLE KING
MANAGEMENT SCIENCE ASSOCIATES
6565 PENN AVE
PITTSBURGH PA 15206-9917

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